

Message Text

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PAGE 01 ROME 07464 230147Z
ACTION EUR-12

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R 211623Z APR 78
FM AMEMBASSY ROME
TO USDOC WASHDC
INFO SECSTATE WASHDC 0000
AMEMBASSY BELGRADE
AMEMBASSY LISBON
AMEMBASSY MADRID
AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN

UNCLAS ROME 7464

E.O. 11652: N/A
TAGS: BEXP IT
SUBJ: FY -80 PROMOTIONAL EVENT PLANNING

REF: USDOC 06268

1. THIS IS CONSOLIDATED REPLY TO REFTEL FOR ALL ITALIAN POSTS.
WE BELIEVE THAT A WINE AND JUICE PROCESSING EQUIPMENT TRADE
MISSION MAY BE SUITABLE FOR ITALY DURING FY 1980, DEPENDING ON
THE EXACT COMPOSITION OF MISSION. ACCORDING TO THE NAJAURY,
1977, SURVEY OF THE ITALIAN MARKET FOR FOOD PROCESSING AND
PACKAGING EQUIPMENT PRODUCED BY YJOHN BARISONE (MILAN), THERE IS
PRACTICALLY NO MARKET FOR U.S. EQUIPMENT IN SECTORS TRADITIONALLY
DOMINATED BY SPECIALIZED ITALIAN MANUFACTURERS, AS IN WINE
PROCESSING. (THERE ARE OPPORTUNITIES, HOWEVER, IN A FEW SPECIFIC
CATEGORIES, AS HORIZONTAL GRAPE PRESSES AND WINE AUTOMATIC
ANALYZERS.) WE BELIEVE PROSPECTS ARE SOMEWHAT BETTER FOR JUICE
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PROCESSING EQUIPMENT AND SUPPLIES.

2. THE BARISONE STUDY, WHICH USDOC HAS, CONTAINS COMPLETE
DESCRIPTION OF MARKET, INCLUDING SPECIFIC PRODUCT PROSPECTS,
GEOGRAPHIC CONCENTRATION AND SIZE OF INDUSTRY, ETC.

3. ASSUMING THAT PRODUCTS REPRESENTED BY MISSION CONFORM

TO BEST PROSPECTS DETAILED IN MARKET SUTYD, VISIT WOULD BE APPROPRIATE
RECOMMENDED STOP IN ITALY IS MILAN. SECONDARY CHOICES WOULD BE
PALERMO, FLORENCE, OR NAPLES (IN PRIORITY ORDER).GARDNER

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NNN

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